IBM Consulting Indonesia empowers businesses unlock the power of generative AI to enhance their digital transformation journey

Jakarta, 29 November 2023 – IBM (NYSE: [IBM](#)) today showcased high-impact use cases like customer experience, application modernization and talent for generative AI for businesses across industries like Banking and Financial Services, Transportation, Telecom, Energy and Utilities and Mining to accelerate clients' digital transformation journey during the IBM Consulting Forum "Reinventing business value in the era of generative AI" in Jakarta.

Aligning to the national agenda - [VISI Indonesia Emas 2045](#) which lays out the Government of Indonesia's vision for achieving holistic transformation by leveraging new age digital technologies to boost productivity and efficiency, businesses are looking to infuse AI across all their workflows, business processes and operations. The event brought together industry experts, business leaders, and government representatives to explore and engage in a dialogue around the impact of generative AI in redefining business value and how these can help Indonesian organizations accelerate growth while adapting to succeed in the new era of digital economy.

A recently [IBM sponsored study by International Data C](#)orporation, "Charting the Journey to Value: Harnessing Technologies for Sustainable and Resilient Growth", spanning 600 companies, 17 industries across Asia Pacific has revealed that 71% of organizations in Indonesia, Australia, China, India, Korea and Singapore are struggling to drive transformational value from digital investments. According to this study organizations in Indonesia struggle the most in continuous innovation compared to their peers across Asia Pacific, driven largely by challenges in IT skills and capabilities.

As they adopt generative AI, businesses are trying to balance massive value creation with risk mitigation. They need confidence that the AI they are using for mission-critical decisions is trustworthy and reliable, and they need to secure essential "AI for business" skills to make the most of AI. According to the IBM Institute for Business Value's global [CEO study](#), 75% of CEOs surveyed globally say competitive advantage will depend on

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who has the most advanced generative AI. A significant number of CEOs (43%) have already implemented generative AI to inform strategic decisions, while 36% use it for operational decisions and 50% are integrating it into their products and services.

As businesses look to increase productivity and reduce costs while optimizing operations with AI, Indosat Ooredoo Hutchison, a leading digital telco provider in Indonesia, recently collaborated with IBM Indonesia to consolidate their data warehousing infrastructure and establish a unified working environment on cloud across its organization.

Speaking on the occasion, **Chirag Sukhadia, Chief Enterprise Data Analytics Officer of Indosat Ooredoo Hutchison,** said, "By leveraging IBM's consulting expertise and wealth of industry knowledge, we able to enhance operational efficiency and productivity across our business workflows. The unified data platform would include end-to-end automation, delivery of comprehensive data model and governance for standardized security. This collaboration reflects the spirit of *gotong royong* or togetherness for the betterment of Indonesia."

In parallel, in order to serve our clients across a variety of industries with a range of AI solutions and services, globally, IBM continues to expand its strategic partnership with organizations like [AWS](#), [SAP](#), [Microsoft](#), [Salesforce](#) and many more.

"Our mutual customers in Indonesia have an opportunity to scale applications across their entire cloud value chain by including embedded generative AI capabilities. They need the right AI and application modernization expertise, which is what our collaboration with IBM Consulting is able to deliver" said **Anthony Amni, Country Manager, Indonesia, AWS**

"Our work with IBM to incorporate additional AI, machine learning and other intelligent technologies into SAP solutions, can help lead to better business outcomes for our joint customer in Indonesia and globally. Together we are focused in helping businesses reimagine customer experiences, boost productivity and fuel growth," said **Andreas Diantoro, Managing Director SAP Indonesia.**

Deep Bhau, Managing Partner, Indonesia, IBM Consulting, said, "As an established industry leader, we are proud to help our clients accelerate the successful deployment of generative AI and data solutions to advance their business transformation by providing the expertise and technology needed to innovate their business processes and drive scale effectively. In addition, IBM Consulting's Center of Excellence for Generative AI and watsonx practice brings expertise in the generative AI technology stack to help clients define their adoption strategy for value-add generative AI use cases."

With over 86 years of contribution in Indonesia, IBM is committed to helping Indonesian businesses across sectors fuel their digital transformation journies. IBM Consulting takes an open ecosystem approach to supporting clients and has completed hundreds of client engagements across the world infusing generative AI with technology from IBM watsonx and a portfolio of ecosystem partners and applying its proven IBM Garage method. Our consultants have developed deep skills in applying an ethically responsible approach to AI and working alongside AI to deliver business value. In the same way that we established our successful Hybrid Cloud services business built on the Red Hat® OpenShift® platform, IBM Consulting intends to be the leading consulting services provider for watsonx.

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